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HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P.O. Box 272400  
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10013653 -1

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Dirk M. Beyer et al

Confirmation No.: 6515

Application No.: 09/653658

Examiner: Michelle C. Taras

Filing Date: May 10, 2001

Group Art Unit: 3623

Title: Global Campaign Optimization With Promotion-Specific Customer Segmentation

Mail Stop RCE  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

**REQUEST FOR CONTINUED EXAMINATION (RCE) 37 CFR 1.114**

Subsection (b) of 35 U.S.C. 132, effective on May 29, 2000, provides for continued examination of a utility or plant application filed on or after June 8, 1995.

See The American Inventors Protection Act of 1999 (AIPA).

This is a Request for Continued Examination (RCE) under CFR 1.114 of the above-identified application.

**NOTE:** 37 CFR 1.114 is effective on May 20, 2000. If the above- application was filed prior to May 29, 2000, applicant may wish to consider filing a continued prosecution application (CPA) under CFR 1.53(d) (PTO/SB/29) instead of a RCE to be eligible for the patent term adjustment provisions of the AIPA. See Changes to Application Examination and Provisional Application Practice, Interim Rule, 65 Fed. Reg. 14865 (Mar. 20, 2000), 1233 off. Gaz. Pat. Office

**Submission under 37 CFR 1.114**☐ Previously submitted☐ Consider the amendment(s)/reply under 37 CFR 1.116 previously filed on \_\_\_\_\_  
(Any unentered amendment(s) referred to above will be entered).☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on \_\_\_\_\_☐ Other \_\_\_\_\_☒ Enclosed☒ Amendment/Reply☐ Affidavit(s)/Declaration(s)☐ Information Disclosure Statement (IDS)☐ Other \_\_\_\_\_**Miscellaneous**☐ Suspension of action is requested under 37 CFR 1.103(c) for a period of \_\_\_\_\_ months.  
The fee for this Suspension is (37 CFR 1.17(l)) \$130.00

03/28/2006 TLO111 00000054 002025 09853658

☐ Other \_\_\_\_\_ 01 FC:1001 790.00 DA

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Rev 10/03 (RCE)

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CONTINUED EXAMINATION TRANSMITTAL  
(RCE) (37 CFR 1.114) (continued)

PATENT APPLICATION

ATTORNEY DOCKET NO. 10013853 -1☒ RCE filing fee \$790.00☐ A Petition for Extension of Time☐ 1st Month  
\$120☐ 2nd Month  
\$450☐ 3rd Month  
\$1020☐ 4th Month  
\$1590

☒ Please charge to Deposit Account 08-2025 the sum of \$ 790. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2026 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees.

☒ A duplicate copy of this transmittal letter is enclosed.

☐ I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:  
Commissioner for Patents, Alexandria, VA 22313-1450  
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OR

☒ I hereby certify that this paper is being transmitted to the Patent and Trademark Office facsimile number (571) 273-8300.  
Date of facsimile: March 27 2006

Typed Name: Carrie McKerley

Signature: 

Respectfully submitted,

Dirk M. Beyer et al

By 

Philip S. Lyren

Attorney/Agent for Applicant(s)

Reg No. : 40,709

Date : March 27 2006

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